

DD/A Registry  
File *Contracts*

28 MAY 1976

MEMORANDUM FOR: Director of Logistics

FROM : [REDACTED]  
Chief, Printing & Photography Division, OL

STATINTL

SUBJECT : CIA Presentational Means Steering Panel

1. The original concept of the CIA Presentational Means Steering Panel grew out of an agreement between OCI and ORD to design a research program directed to improvements in the receptivity and presentation of the Agency's intelligence product. The composition of the panel is as follows: Mr. Parmenter (Chairman), OCI; Mr. John K. King, OGCR; Mr. Eisenbeiss, CRS; [REDACTED] and P&PD/OL; [REDACTED]

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[REDACTED] O/Compt. The first meeting was held on 11 March 1976. At this meeting Mr. Parmenter appointed chairmen to establish and operate subpanels: Mr. King, Content Design; Mr. Eisenbeiss, Distribution; [REDACTED] Media; and [REDACTED] Customer Relations. On 8 March, the Management Committee directed Mr. Parmenter to take on the task of reviewing the recommendations of the National Endowment for the Arts (NEA). The endowment had established a Review Panel to critique the Agency's "graphic portfolio" and recommend areas of improvement. A special panel under Mr. King was appointed for this purpose.

STATINTL

2. Progress in all areas has been steady. A great deal of discussion was necessarily devoted to objectives and organization of activities. The subpanels are moving ahead, initially along educational channels, i.e., finding out what various components are doing and soliciting their views on possible improvements in presentational means. Considerable time has been devoted by the panel to a full discussion of the ORD concept of a Communicative Arts Center where project teams can work on pilot projects in communications and presentation. No final conclusions have been reached, though ORD is going ahead with small contracts in the areas of video disk and new forms of publication production.

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3. The Graphics Improvement Subpanel, established to deal with the NEA recommendations, has met several times. ~~The Chairman is aiming for a paper for Mr. Parmenter and Mr. Blake by early June which will recommend specific actions that the Agency might take in response to the NEA observations.~~

4. The Chief, P&PD, in addition to being a member of the Parmenter Steering Panel, is acting as Chairman of the Media Subpanel and is a member of the subpanels on Content Design and Graphics Improvement.



STATINTL

( Retyped @ C/DL )

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## ROUTING AND RECORD SHEET

SUBJECT: (Optional)

FROM:

C/P&PD/OL  
158 P&PD Building

EXTENSION

4111

NO.

OL 6 2791

DATE

20 MAY 1976

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S  
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. D/L  
2C02 [REDACTED]

4/1 [Signature]

STATINTL

2.

3. DD/A  
7D26 Headquarters

3 JUN 1976

[Signature]

STATINTL

Jack:

Attached is [REDACTED]  
status report on the activities of the Parmenter Study Group who are looking at better ways for graphic and other presentational means of Agency effort [REDACTED]

James H. McDonald  
Director of Logistics

STATINTL

4.

DDA

3 JUN 1976

[Signature]

5.

DDA

3 JUN 1976

[Signature]

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Reg

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